

January 12, 2021 Council Meeting

The regular meeting of the Council of the City of Martinsville, Virginia was held on January 12, 2021 in Council Chambers, Municipal Building, at 7:00 PM with Mayor Kathy Lawson presiding. Other Council Members present included Danny Turner, Jennifer Bowles, Tammy Pearson and Chad Martin. Staff present included City Manager Leon Towarnicki, Assistant City Manager/City Attorney Eric Monday, Clerk of Council Karen Roberts, Community Development Director Mark McCaskill and Police Chief Eddie Cassidy.

Mayor Lawson called the meeting to order and advised Council would go into Closed Session beginning at 6:30 PM. In accordance with section 2.1-344 (A) Code of Virginia (1950, and as amended) and upon a motion by Vice Mayor Bowles and seconded by Council Member Martin with the following 5-0 recorded vote: Vice Mayor Bowles, aye; Council Member Turner, aye; Council Member Pearson, aye; Council Member Martin, aye; and Mayor Lawson, aye. Council convened in Closed Session to discuss the following matters: (A) Appointments to boards and commissions, as authorized by Subsection 1. At the conclusion of Closed Session, each returning member of Council certified that (1) only public business matters exempt from open meeting requirements were discussed in said Closed Session; and (2) only those business matters identified in the motion convening the Closed Session were heard, discussed, or considered during the A motion was made by Vice Mayor Bowles; seconded by Council Member Martin, with the following 5-0 recorded vote in favor to return to Open Session: Mayor Lawson, aye; Vice Mayor Bowles, aye; Council Member Martin, aye; Council Member Turner, aye; and Council Member Pearson.

Mayor Lawson called the meeting to order.

Out of Closed Session, Council Member Turner made a motion to appoint DeShanta Hairston to the Planning Commission for a 4-year term ending June 30, 2024. Vice Mayor Bowles seconded the motion with all Council voting in favor.

Vice Mayor Bowles made a motion to reappoint Kathy Lawson to the West Piedmont Planning District Board of Commissioners for a 4-year term ending December 31, 2024. Council Member Turner seconded the motion with four Council Members voting in favor; Mayor Lawson abstained.

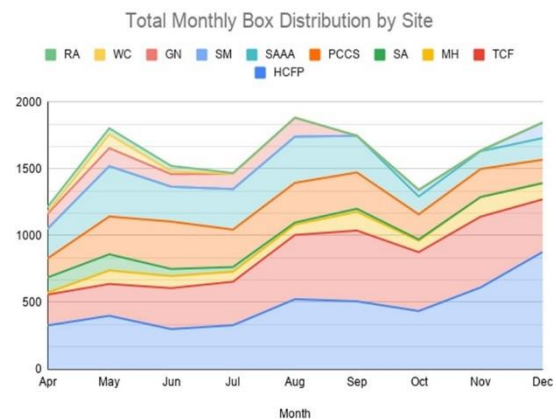
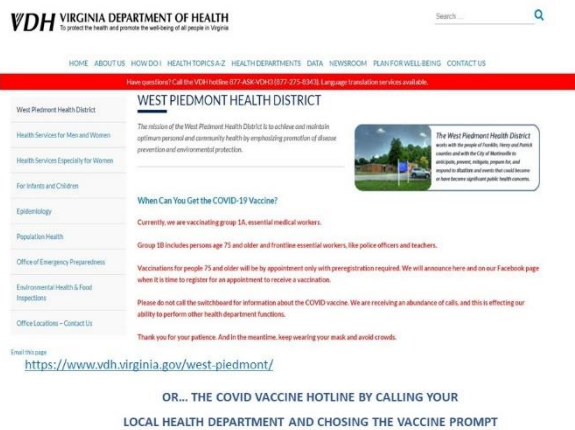
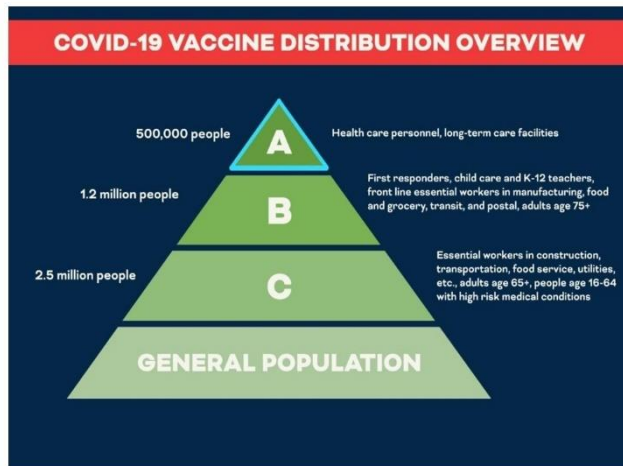
Following the Pledge to the American Flag and invocation by Mayor Lawson, Lawson welcomed everyone to the meeting. Lawson explained that the meeting would follow COVID guidelines, allowing limited attendance and recognizing social distancing recommendations.

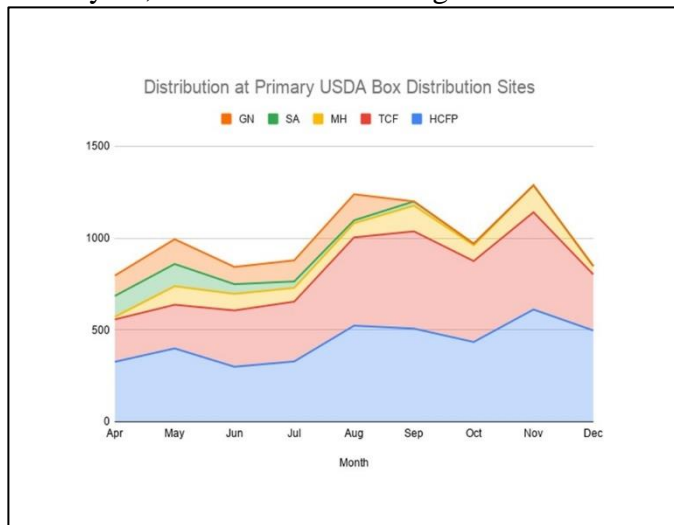
Hear an update regarding CARES Act funding the City has received along with relevant COVID-19 issues – Dale Alward, CEO of Sovah Health Martinsville and Dr. Sheranda Gunn-Nolan, Internal Medicine Specialist, were present to update Council on the COVID team at the hospital, new cases and vaccine distribution. Alward shared that there had been an uptick of cases at the hospital. He feels this increase is due to recent holidays and family gatherings. The hospital is in good shape in terms of managing all patients with a separate unit for COVID

January 12, 2021 Council Meeting

patients and deep cleaning procedures. The hospital has started vaccinations and will be administering those in 3 stages. Those receiving vaccinations do not appear to be experiencing any serious side effects. They are working to put together vaccination sites for when the Health Department releases them to go forward. Dr. Gunn-Nolan updated Council on the vaccine and shared the history and procedure of vaccine storage and distribution. The public fear should be for COVID and not for the vaccine side effects. The vaccine will keep the recipient from forming a reaction to the virus but it does not stop them from contracting it and spreading it to others; wearing masks is still a priority. Antibodies may be present in some people for a little while, but not long term so everyone should receive the vaccine. Antibodies are not solid protection, residents can get COVID more than once. Both Moderna and Pfizer vaccines work basically the same and both require a series of 2 shots. Martinsville has not thrown away any vaccines like some larger cities. There is no need to premedicate because not everyone has side effects, Gunn-Nolan recommends medication as treatment only if symptoms occur. Alward explained that it would be hard to give a timeline of when the vaccine would be available to the general public but he expects category B to go live in the next few days. Nursing staff at the hospital have been dealing with COVID patients for 10 months and they are exhausted but this vaccine has given them a glimmer of hope. The second strain of COVID is easier to catch and the symptoms appear to be more severe. Residents are waiting at home too long before seeking medical attention for other medical emergencies because they are scared to visit the hospital. All admissions to the hospital get tested for COVID. Rapid tests are being done at commercial pharmacies and should be completed only if the person is exhibiting symptoms; cost depends on the location. Alward encourages residents to continue wearing masks, practice social distancing and please do not delay seeking medical care. Nancy Bell of the Martinsville-Henry County Health Department shared details on a PowerPoint via phone. Bell thanked the hospital for partnering with the Health Department so they can quickly distribute the vaccines. According to the distribution overview, 4million people need to be vaccinated before the general public qualifies. The Health Department focus is on residents 75 years of age and older. Bell explained that updates would be shared on their Facebook page on how to register for vaccinations when their level is due. There is an online complaint form through VDH to report any businesses not following COVID restrictions. Contract tracers are behind on contacting those exposed because of the current surge but they are making contacts every day from 8:00am-8:00pm. There are other elements to the job description besides making calls including arranging lodging for positive cases away from family, meals to families, animals left behind, etc. City Manager Towarnicki shared information provided by Phil Wenkstern of the United Way regarding a food distribution and emergency child care program. Towarnicki shared details about the CARES grant funds, having received about \$2.2million and how that was distributed along with details on two other grants received for

Broadband expansion and utility assistance. Towarnicki shared details on how residents can get wireless connection within the city. Bowles asked Towarnicki to get a number on how many utility accounts are still delinquent. A donation of 10,000 masks and sanitizer bottles are being distributed throughout the lower income areas of Martinsville. The City is working with Social Services, the Senior Center, the courts and several churches. He's expecting more masks and sanitizers to be delivered soon. Mayor Lawson suggested drive-thru distribution at the fire dept.





Expenditure Categories	6/30/2020	9/30/2020	12/30/2020	Totals to date:	% of total
Administrative Expenses	0.00	0.00	119.92	119.92	0.01%
Budgeted Personnel/Services Diverted to Subst Different	0.00	1,124.11	0.00	1,124.11	0.05%
COVID-19 Testing & Contact Tracing	0.00	0.00	2,400.00	2,400.00	0.12%
Economic Support (no business, housing, food assistance)	0.00	54,000.00	0.00	54,000.00	2.50%
Exp Associated w/the Issuance of TAN's	0.00	0.00	0.00	0.00	0.00%
Facilitating Distance Learning	0.00	0.00	0.00	0.00	0.00%
Food Programs	0.00	0.00	10,000.00	10,000.00	0.46%
Housing Support	15,000.00	185,000.00	10,933.56	210,933.56	9.78%
Improve Telework Capabilities of Public Employees	51,082.23	174,636.44	43,776.11	269,494.78	12.49%
Medical Expenses	0.00	0.00	0.00	0.00	0.00%
Nursing Home Assistance	0.00	0.00	0.00	0.00	0.00%
P/R for Public Health & Safety Employees	138,339.60	474,145.46	74,081.64	686,566.70	31.83%
PPE	9,539.34	7,456.79	4,062.39	21,058.52	0.98%
Public Health Expenses	52,216.91	118,984.57	217,448.99	388,650.47	18.02%
Small Business Assistance	117,498.53	321,493.22	69,182.96	508,174.71	23.56%
Unemployment Benefits	3,583.00	0.00	870.61	4,453.61	0.21%
Workers' Compensation	0.00	0.00	0.00	0.00	0.00%
Other (item not listed)	0.00	0.00	0.00	0.00	0.00%
Total:	387,259.61	1,336,840.59	433,076.18	2,157,176.38	1.00

OTHER GRANTS

Broadband Expansion

Grant Awarded \$502,490

Funds Fully Accounted For

Wireless Infrastructure Installed

City School Students Being Connected

Wireless Service Available to Residents

- Phone: 276.632.7500, or
 - Website: <http://minet.solutions>
- (go to "sign up for service" at top of page)

Utility Assistance

Grant Awarded \$205,039

Funds Applied As of 1/11/21 \$81,150

UB Continues to Work With Customers

Hear an update from Lisa Watkins of the M-HC Chamber of Commerce regarding activities related to the City/C-PEG Small Business Development contract – Lisa Watkins shared updates on Chamber activities and economic development. Watkins commended her staff and their work with the Chamber. Social media is vital when it comes to promoting information. Watkins shared details about the farmers market and the effects of COVID on how that was handled in 2020, including online ordering and food bank donations. SNAP transactions almost tripled this past year. The farmers market hosted 42 vendors this year which was an all-time high along with 10k customers. Watkins touched on the annual tree lighting event which coincided with Holidays at the Market. The chamber was awarded a DHCD affiliate grant. Watkins shared information on Merry and Bright coupons. Watkins said it was the community efforts which made it possible to open and expand during a pandemic; Eight new businesses opened and two businesses were able to expand. The Chamber awarded 2 small business grants to Martinsville Glass and Southern Virginia Properties. Watkins highlighted Startup/Grow MHC program, stating that they have a large waiting list for the 2021 course. The Incubator is 99% occupied. Retail development activity has continued with six active prospects, four of which are food and beverage related. The business concept survey got 283

January 12, 2021 Council Meeting responses which gave them an overview of what residents are looking for. Watkins also shared details on small business funding assistance. They have reached out to over 400 business by phone since March, assisting 120 businesses with funding so far.



UPDATE
JANUARY 2021

Social Media Traffic

- Last 28 Days - Uptown Martinsville Farmers' Market: 2,325 Post Engagements
- Last 28 Days - Uptown Martinsville: 8,878 Post Engagements



Facebook: 1,369 Likes
Instagram: 404 Followers



Facebook: 4,749 Likes
Instagram: 1,118 Followers



Small Business Saturday

November 28, 2020

- Live Remote with 899.9 Southern Virginia's Country Station, Facebook Live Videos, Prize Wheel
- \$500 Uptown Bonus Bucks Distributed
- \$390 Bonus Bucks Redeemed
- Additional \$2,725 Spent in Uptown as a result of Bonus Bucks



Uptown Tree Lighting & Holidays at the Market



DHCD Affiliate Grant

- Series of 5 professional videos highlighting Uptown businesses and encouraging shopping local
- Holiday Spending Cards entered to win \$1000 in Uptown Bonus Bucks to generate more spending in 2021



Brenda's Catering
(278) 790-9742
43-45 East Church Street, Martinsville, VA 24112



Foothills Family Services



LA PLAZA
MEXICAN RESTAURANT
CASA DEL SOL
MONDAY TO SATURDAY 10 AM TO 10 PM
CLOSED SUNDAYS
200 E. CHURCH ST. MARTINSVILLE, VA



thAIRapy
Salon & Day Spa



Fido's Finds
Katie's Kollectibles



Olive Tree Counseling
A HEALING PLACE



JUNK & DISORDERLY

UP TOWN

Let's Celebrate Resiliency!
8 New Businesses
2 Expansions

BRAND BUILDERS:

Pieces from the Past



Martinsville Glass



Southern Virginia Properties

STARTUP
Martinsville & Henry County
VIRGINIA




shindig
an up-town bistro + catering

Startup/Grow MHC Highlights

- 153 Boot Camp Graduates
- 32 Businesses Received \$191,100 Cash and In-kind Grants
- \$1.6 in New Capital Investment
- 140 New Jobs
- Startup 2020 to Resume in February 2021

Martinsville Stats

- 62 Boot Camp Graduates
- 16 Businesses Received \$98,000 Cash and In-kind Grants
- \$563,000 in New Capital Investment
- 72 New Jobs






West Piedmont
BUSINESS DEVELOPMENT CENTER


Current Statistics

- 99% Occupancy
- 19 Current Tenants
- 35 Graduate Businesses
- 400 New Jobs Created
- \$5.1 Million New Capital Investment


70% tenants are for profit



Olive Tree Counseling
A HEALING PLACE




Foothills Family Services




Retail Development Update


Partners:




Martinsville
A CITY WITHOUT LIMITS




COPEG
CHAMBER'S
PARTNERSHIP FOR
ECONOMIC GROWTH




Campbell Family Group




The Lester Group




retail strategies



COOK-OUT



Ollie's Bargain
OUTLET
GOOD STUFF CHEAP



EXPRESS WASH

More to Come...

Business Concept Survey

COPEG
CHAMBER'S
PARTNERSHIP FOR
ECONOMIC GROWTH

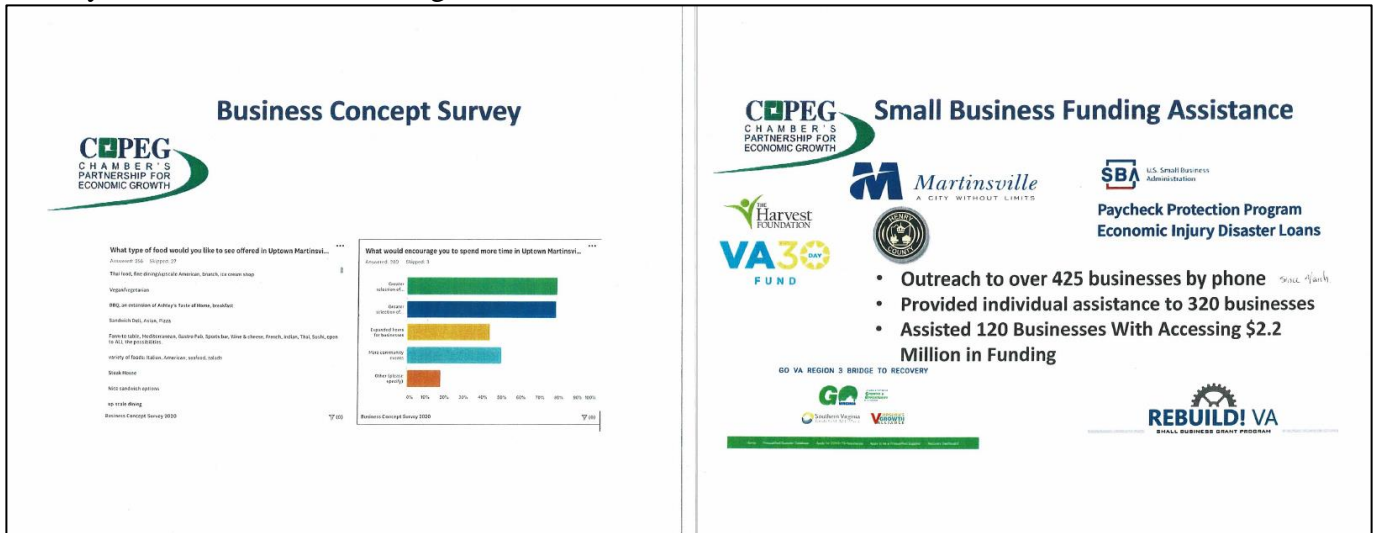
Business Concept Survey 2020

In the list below please rank the following new businesses from HQ... (Ranking 1 - 10)

Business	Rank
Asian Bar	1
Coffee Shop	2
Wine Bar	3
Snack and Go Concessions	4
Healthy Sandwich Shop	5
Charcuterie Concessions	6

Please rank the following by which attributes of a business or resta... (Ranking 1 - 10)

Attribute	Rank
Quality	1
Service	2
Price	3



Approve minutes from the November 10, 2020, December 8, 2020 and January 4, 2021 Council Meetings – Vice Mayor Bowles made a motion to approve the November 10 and December 8, 2020 minutes as presented. Council Member Martin seconded the motion with four Council Members voting in favor. Pearson did not vote since she was not in office at that time. Vice Mayor Bowles made a motion to approve the minutes for January 4, 2021 as presented. Council Member Pearson seconded the motion with all Council Members voting in favor.

Consider setting public hearings for Council's January 26 and March 9, 2021 meetings regarding a Community Development Block Grant application for the Pine Hall Road area – Community Development Director Mark McCaskill said he hopes the third time is the charm for applying for this grant. Staff will organize neighborhood meetings, possibly by teleconference to accommodate COVID protocol. The grant application is due March 26. Vice Mayor Bowles made a motion to set the public hearings for January 26 and March 9. Council Member Turner seconded the motion with all Council Members voting in favor.

Consider approval of consent agenda – Vice Mayor Bowles made a motion to approve the Consent Agenda as presented. Council Member Turner seconded the motion with all Council Members voting in favor.

January 12, 2021 Council Meeting

BUDGET ADDITIONS FOR 1/12/21					School Operations Fund:			
ORG	OBJECT	DESCRIPTION	DEBIT	CREDIT				
BUDGET ADDITIONS					18102926	499994	CORONAVIRUS RELIEF FUND	306,005
FY2021					80002220	561131	Licensed Nurse S&W	117,938
General Fund:					80002220	562100	Social Security	7,484
01102926	405555	Brownfields Grant - EPA		11,074	80002220	562150	Medicare FICA	1,750
01812247	503136	Brownfields - Hazardous - Consultant	703		80002220	562220	Hybrid VRS - Professional	17,952
01812249	503136	Brownfields - Petroleum - Consultant	10,371		80002220	562300	Group Medical	10,249
		Requisition #11			80002220	562400	State Life	1,495
01102926	443406	Categorical Federal-Local Emer Mgmt Prog-Sub-award		24,804	80002220	562521	VLDP	163
01334122	5061043	Safety Dept. - Local Emer Mgmt Prog-Sub-awa	24,804		80002220	562600	Unemployment	1,833
		Grant funding			80002220	562700	Worker's Compensation	0
01101917	405555	Categorical Other State - Brownfields Grant VBAF		50,000	80002220	562750	RHCC	832
01812252	503166	Brownfields Remediation - Asbestos Removal	50,000		80008100	566050	NonCap Tech Hardware	146,309
		Grant funding - Chief Tassel Project			18102926	499991	ESSER SPED SUPPORT	6,501
01101918	443106	State Grant - VDEM - SWVA INC		3,120	82021100	566013	Instructional Supplies & Materials	3,251
01322106	506100	SWVA IMT - Miscellaneous Charges	3,120		82031100	566013	Instructional Supplies & Materials	3,251
		Reimbursement			18102926	499992	ESSER MENTAL HEALTH SERVICES	45,000
01101917	442810	Categorical Other State - Highway Projects		502,646	81021100	563000	Purchased Services	15,399
01420152	508220	VDOT Reserve - Physical Plant Expansion	502,646		11001210	566000	Materials & Supplies	7,346
		Reimbursement			141001210	566000	Materials & Supplies	7,346
Total General Fund:			591,644	591,644	61001210	563000	Materials & Supplies	6,180
Telecommunications Fund:					71001210	563000	Materials & Supplies	8,729
11102926	442305	CARES Act Funds		502,344	18102926	499993	ESSER UNIVERSAL SCREENER	4,354
11315575	508220	CARES - Broadband Expansion	502,344		82021100	566000	Materials & Supplies	4,354
		CARES Act funding received 10/28/20			18102926	499996	GEER VISION	77,200
Total Telecommunications Fund:			502,344	502,344	80008100	566040	Software & Online Content	77,200
Capital Reserve Fund:					18102926	499997	ESSER CLEANING & SANITIZATION	17,617
16103937	451590	Transfer from General Fund		250,000	80004200	566007	Custodial Supplies	8,597
16575365	508085	Vehicles - Sheriff	37,000		80004200	566056	Non Cap Equipment	9,020
16577367	508085	Physical Plant Exp - Sheriff	33,000		18102926	499998	ESSER FACILITIES UPGRADE	46,569
16572362	508127	Tools/Equipment - Park Maintenance	9,500		80004200	566056	Non Cap Equipment	46,569
16575365	508105	Vehicles - Public Works	90,000				CARES/ESSER funds distribution	
16575365	508075	Vehicles - Police	60,000		18101917	404002	OTHER STATE FUNDS	25,000
16577367	508670	Physical Plant Exp - Garage/Warehouse Comp	12,500		71001300	561620	Supplemental S&W	8,300
16577367	508140	Physical Plant Exp - City Hall	8,000		71001300	562100	Social Security	515
		Additional appropriation from General Fund			71001300	562150	Medicare FICA	120
Total Capital Reserve Funds:			250,000	250,000	71001300	562700	Workers Compensation	25
					71001300	563000	Purchased Services	700
					71001300	563142	Professional Development	3000
					71001300	565800	Miscellaneous	9045
					71001300	566000	Materials & Supplies	1,895
					71001300	566040	Software and Online Content	1,400
							VTSS/PBIS Grant	
Total School Operations Fund:							528,246	528,246

Business from the Floor – none

Comments by City Council – Council Member Pearson reference the Martinsville Bulletin article dated January 3 regarding unanswered questions about reversion. Pearson asked at the next City Council meeting that they talk about the next steps to reversion; she wants to keep the citizens updated on what's going on. She asked for an update from Commissioner of Revenue Ruth Easley regarding tax implications from reversion. Council Member Turner asked if Easley could discuss those issues with Council in a closed session first. Pearson thanked Mike Scaffidi for doing a tremendous job with MiNET, ensuring that the students in Martinsville are able to receive the virtual learning they need. She would like to know more about the antennas and where MiNET stands on getting all students enabled. Pearson thanked the City residents and Council Members for giving her the opportunity to serve. Vice Mayor Bowles hopes everyone had a great Christmas and New Year's holiday and wished everyone a happy Martin Luther King, JR day. Congratulations Katie Adkins, employee of Bassett High School for being chosen to serve on the state-level Advisory Committee of Culturally Relevant and Inclusive Education Practices. Council Member Turner expressed concern about the local post office sending letters to specific areas giving notice that they want mailboxes installed and will be halting front-door delivery. He has contacted Congressman Griffith and the City Police Department. He feels that this is a cost savings step for the post office and not fair to some of the residents. Turner offered condolences to the family of Freddie Martin. Council Member Martin shared that the show American Pickers will be in Caswell County soon and are looking

January 12, 2021 Council Meeting

for large rare collections, he encouraged Martinsville residents to participate. Martin will partner with Averett University and others on January 17 from 3:00-430pm for MLK day.

Comments by the City Manager – Towarnicki pointed out that there is a new big chair uptown and emphasized that no city tax payer money was put towards that; it was all handled thru the EDC and Department of Tourism.

There being no further business, Vice Mayor Bowles made a motion to adjourn the meeting; the motion was seconded by Council Member Martin with all Council Members voting in favor. The meeting adjourned at 8:46pm.

Karen Roberts
Clerk of Council

Kathy Lawson
Mayor